THE CORNELL HOTEL & RESTAURANT ADMINISTRATION QUARTERLY

This magazine is also indexed by subject each year in its Bibliography, published in the August (No. 2) issue.
Volumes 1 - 16 are available on microfilm at $8 per volume or $125 per complete set.

Table of Contents for Volume 16

May 1975 • Vol. 16, No. 1

16TH ANNIVERSARY NUMBER

A National Tourism Policy: Some Threshold Problems, *Senator Daniel K. Inouye,* Democrat — State of Hawaii. U.S. needs to formulate a federal tourism policy and establish standard definitions for its economic measurement. 2–5, 11.

A Survey of Attitudes of U.S. Travel Agents: Latin American and Caribbean Travel, *Peter C. Yesawich and John Duncan III.* A survey to which 1400 U.S. travel agents responded found that the Caribbean is well regarded as a tourism destination as are some countries in Latin America but that the image of Central America needs to be improved. 6–11.

Nova Scotia's Tourism Development, *Allan Rodger.* This Canadian province is developing seasonal tourism attractions useful to local people year around. 12–18.

Saving Energy Dollars: Utilities Management Part I — "Shedding Light," *Jack J. Clark, Ph.D.* Three categories of suggestions are presented: 1) changes which can be quickly and cheaply implemented; 2) those requiring moderate expenditure of time and labor; and 3) those requiring substantial capital investment. 19–23.

Converting Recipes to the Metric System: Part I — "Think Metric," *Professor Myrtle H. Ericson.* Numerous aids are available for converting food service recipes but the recipes require testing after mathematical conversion. 24–28, 32.

A Gift Shop Brings in Profit, *Anne D. Schoff.* How to install, stock, and operate a gift shop is discussed. 29–32.

Tested Quality Recipes, School of Hotel Administration, Cornell University: Halibut an Gratin and Seafood Newberg. Insert between 32–33.

The Commercial Lodging Market, *Prof. Richard H. Penner.* Research conducted by the Rouse Corporation reveals that business travelers prefer low-rise modern structures, queen-size beds, and only those frills that enhance a businessman's stay. 33–37.

A Case Study in Hotel-Motel Valuation: How Much Is Your Place Worth Today?, *Stephen Rushmore.* Three different methods of evaluating the worth of a 150-room motor inn are reviewed, and the income approach is recommended as most reliable. 38–48.

Food Service Education in the Coming Decade, *President Henry O. Barbour and Mary Ellen Griffin.* This article summarizes a seminar held by the Culinary Institute of America concerning industry education for the next ten years. 49–56.

Graduate Study for the Hospital Industry, *Edward N. Rehkopf.* Cornell University's M.P.S. degree in Hotel Administration is described. 57–58.

Improving Food Service Productivity: Convenience Foods, *M. E. Thorner.* Convenience foods are defined, their advantages and disadvantages reviewed, after which they are discussed by categories. 59–63, 75.

Precooked Frozen Entrees: A Comparison of Reconstitution Techniques, *Peter Rainsford, Ph.D.* The physical effects taking place when cooked food is frozen and later reheated are reviewed. A taste panel was conducted to evaluate the meat products heated by different methods. 64–69.

Stories Behind the Names of Famous Dishes: "Nymph's Thighs at Dawn," *George E. Lang.* 70–75, 80.

News and Reviews. 76–80.

August 1975 • Vol. 16, No. 2

ADVERTISING AND SALES PROMOTION

CHRAQ News & Reviews: New Markets Should Be Included in Advertising and Promotion, Staff article. 2, 31–32, 107–8.

10 Keys to More Successful Hotel Advertising, *H. Victor Grohmann.* 3–7.

Consumer Habits in the Hospitality Industry: A Marketing Research Report, Hotel Research & Development, Cornell University. Summary of a research report on traveler preferences, expenditures, and habits. 8–13.

Roadside Billboards: The Great Highway Robbery, *John C. Miller.* If hospitality industry operators are hurt financially by removal of signboards, they should also be compensated along with signboard companies and landowners under the Highway Beautification Act. 14–22.

Converting Recipes to the Metric System: Part II — Converting Standardized Recipes, *Professor Myrtle H. Ericson and Carl DeSantis.* The steps that should be taken in converting recipes to the metric system and testing them are illustrated. 23–25.

Quebec Week at Cornell, *Guy Poliquin.* A people-to-people cultural exchange at a university is described. 26–29.

Philippine Dinner-Theatre, Staff article. The Philippine Government's Folk Arts Dance Group stages a dinner performance at Cornell University. 30.

Direct Mail Promotion, *Helen J. Recknagel, Ph.D.* The elements of carrying through direct mail promotion are covered. 33–47.

The Resort Folder, *John E. Robinson III.* The design of resort folders for multiple usage is outlined and two examples given as magazine inserts. 48 and inserts 48–49.

A Bibliography of Hotel and Restaurant Administration and Related Subjects, *Katherine R. Spinney, Reference Librarian,* School of Hotel Administration, Cornell University. A key to trade publications issued around the world during 1974. 49–106.

November 1975 • Vol. 16, No. 3

AIDS FOR THE MID-SEVENTIES

CHRAQ News & Reviews. Tourism Booms at Resorts and Recreation Areas Near Cities. 2, 32, 76, 82–88.

The New Resort Market: Host Enterprises, Inc. A resort and convention center attracts year around business in the Pennsylvania Dutch Country. 3–15, 41.

Marketing of International Tourism Services: Australia's Travel Industry, *Michael J. H. Wismeyer.* Australia must develop a unified marketing approach to overcome the disadvantages of cost and distance. 16–23.

How Developing Nations View Tourism: Development Potential of International Tourism, *Peter Goffe.* The marketing strategies used by developing nations to attract international tourism should be consistent with national goals. Jamaica is a case in point. 24–31.

Graduate M.P.S. Monograph Summaries, 1974–1975. School of Hotel Administration, Cornell University. Insert between 32–33.

What Experts Foresee During the Next 25 Years: The Hospitality Industry in Year 2000, *Richard W. Brown.* Hotels will keep up with changing lifestyles. 33–35.

Food and Beverage Management: Alcoholic Beverage Laws and Regulations, *Julius Wile.* Federal regulations for distilling, advertising, bottling and labelling are explained. 36–41.

Food Service Management: Airline Food Service in 1975, *Reinhard Werthner and Paul Beals.* The difficulties of airline food service are seldom appreciated by the passengers. 42–47.

Management-Labor Relations: Hotel/Motel Productivity, 1958–73, *James A. Urisko.* Output man-hour rose 2.5 percent annually in the hotel and motel industry, less than in other sectors. 48–51, 41.

Food and Beverage Management: Effective Purchasing Management, *Chuck Y. Gee.* New methods and strategies of procurement can be a key to business survival. 52–55, 69.

Computer Management and Control: Safeguarding Your Computer Resources, *Joseph Varga.* Computer crime is difficult to trace. 56–60.

Management-Labor Relations: How to Develop Training Films, *Robert C. Petrie.* Audio-visual aids can teach specific skills and encourage positive attitudes. 61–65, 69.

Management-Labor Relations: How to Live With a Union, *Herbert K. Witzky.* Management should not give up its right to manage. 66–69.

Hospital Food Service Management: Developing Departmental Standards, *Charles E. Beyer and Pauline Buchanan.* Set standards of performance and direct departmental efforts to meet these goals. 70–75, 81.

Hospital Food Service Management: Hospital Food Service Accounting, *Richard L. Drake.* A standardized approach to cost accounting has been developed. 77–81.

February 1976 • Vol. 16, No. 4

BICENTENNIAL ISSUE

"Tourism Benefits Everyone," Staff article. The Hon. Creighton D. Holden, Under Secretary of Commerce for Tourism describes the promotional efforts of the U.S. Travel Service. 2–3.

1976 International Travel Outlook and the U.S. Share of this Market, Office of Research & Analysis, U.S. Travel Service. Charts and statistics project the U.S. Bicentennial as a boom year for travel in America. 4–8.

1975 U.S. Travel Industry: Year End Report, U.S. Travel Data Center. Charts and statistics cover travel data for 1975. 9–12.

CHRAQ News & Reviews, Staff article. Bicentennial Sites and Events Will Draw 146 Million Visitors During 1976. 14, 100–108.

Financing the Lodging Industry — I: The Distressed Hotel Property, Strategy for the Owner, *Stephen E. Estroff and Matthew Gluck.* Equity owners who want to retain control of their properties have many legal avenues open to them. 15–28.

Financing the Lodging Industry — II: Lender Attitudes Toward Hotel Financing, *W. Earl Sasser and Robert L. Banks.* A survey of lending institutions finds them holding many uncompleted and bankrupt properties that require varied courses of action. 29–33, 44.

Financing the Lodging Industry — III: An Analysis of Distressed Properties, *Donald E. Whitehead. 34–35.*

Financing the Lodging Industry — IV: How the REITs Are Reacting, Staff Article. Representatives of three real estate investment trusts discuss their problems in dealing with distressed properties. 36–44.

The Small Hotel/Motel Chain, Staff article. The small chain provides an opportunity for "management togetherness" in solving problems and taking steps to serve guests better. 45–48, 78.

Hotels and Life-Cycle Costing, *Jack J. Clark, Ph.D. and Richard H. Penner, M.S.* Building analyses, based on the life-cycle cost of major design decisions, may become the rule for new properties. Tables and charts are included. 49–56.

Hospitality Property Design: Economics of Solar Energy, *Martin C. Langveld and Jack J. Clark, Ph.D.* The cost of utilizing solar energy in two sections of the U.S. is reviewed and solar hardware design is presented. 57–64.

Convention Hotel Operation: Chicago's Hyatt Regency, Staff article. The executive staff of a 1000-room hotel describes the operating system. 65–69.

Chicago's Drake Hotel, Staff article. The well-managed older hotel has several important advantages in today's competitive marketplace — a relatively low capital financing cost, a prime site not easily duplicated, an established guest following, and a core staff of skilled employees. 70–78.

Beneficiaries of the Bicentennial: America's Historic Inns, Staff article. The U.S. Bicentennial, coupled with the 55-mile per hour speed limit, encourages pleasure travelers to shunpike and stay in small town and country inns, operated by owners enjoying a second career. 79–84.

Functional Fashions for Women in the Kitchen, Staff article. A chef's uniform and a pantry worker's smock are described and illustrated. 85.

The Regional Restaurant Market: Jack August Restaurants, Staff article. A thriving New England chain is described and analyzed. 86–93.

Roadside Billboards: The 1965 Highway Beautification Act, *R. J. Claus, Ph.D. and Karen E. Claus, Ph.D.* The first section of a two-part article presents the ramifications of this Act in some detail. 94–97.

Graduate MPS Monograph Summaries — 1974, School of Hotel Administration, Cornell University. Summaries of 19 studies completed during 1974. 98–99.

THE CORNELL HOTEL AND RESTAURANT ADMINISTRATION QUARTERLY is devoted to disseminating technical knowledge and research relating to hotels, motels, restaurants, clubs, industrial feeding and the travel industry generally. More articles containing editorial copy are published yearly on these subjects than in any other journal in the field.